



ROBERT WOOD JOHNSON  
MEDICAL SCHOOL  
University of Medicine & Dentistry of New Jersey



**Contact:** Candace Botnick  
732/235-9871  
[botnicca@umdnj.edu](mailto:botnicca@umdnj.edu)

**Community Outreach Grants Support Cancer Research and Education**  
*Novartis Outreach and Education Project Targets New Jersey's  
Minority and Medically Underserved Populations*

**New Brunswick, New Jersey, January 11, 2007** – The Office of Community Outreach at The Cancer Institute of New Jersey (CINJ) recently awarded grants totaling \$80,000 to four New Jersey based organizations to support cancer outreach and education programs targeting the State's minority and medically underserved populations.

The Novartis Outreach and Education Project (NOEP), now in its fifth year of successful implementation, was established at The Cancer Institute of New Jersey through a philanthropic grant from Novartis. NOEP strives to increase the racial and ethnic diversity of cancer research clinical trial populations statewide, as well as to increase education and outreach about the early detection and prevention of cancer.

“We are pleased to partner with Novartis, supporting cancer programs designed to educate New Jersey's medically underserved populations,” said Molly Gabel, M.D., Deputy Director for Extramural Affairs at The Cancer Institute of New Jersey and Associate Professor of Radiation Oncology at UMDNJ-Robert Wood Johnson Medical School. “The NOEP program complements CINJ's mission to offer cancer research, treatment, prevention and education to all New Jerseyans,” she continued.

The NOEP grants were awarded as a result of a request for application (RFA) from community-based and healthcare organizations across the state. The RFA solicited programs that identify and address unique barriers to cancer education and prevention for minority groups. Each organization was awarded \$20,000 for one year. The 2006 recipients include:

**The American Italian Cancer Foundation** was founded in 1981 to foster international cooperation in cancer research, prevention, and early detection. The Foundation now operates the largest free mobile mammography program for medically underserved women in New York City in addition to funding international conferences and cancer research. The proposed program, “A Community Wellness Video Dialogue,” will emphasize artistic therapeutic expression and culminate in a dramatic play that highlights the importance of clinical trials as a potential treatment option. Their project will focus on all New Jersey counties with an emphasis Essex County.

**CancerCare of New Jersey** is a national nonprofit organization that provides free professional support services to anyone affected by cancer: patients, survivors, caregivers, families, and the bereaved. Through the “Clinical Trials Education and Support Program,” CancerCare of New Jersey will provide

underserved cancer patients and their families across New Jersey with information about clinical trials that are appropriate for treatment of their cancer types and stages.

The Praising Healthy Ministry of **Mount Zion African Methodist Episcopal Church** in New Brunswick aims to promote healthier lifestyles by empowering individuals with accurate and up-to-date information for the purpose of inspiring and influencing healthy behaviors. The “Body and Soul: Cancer Education Program” strives to increase awareness and emphasize the importance of healthy living through diet, exercise, health screenings, new treatments, and available clinical trials.

The **Robert Wood Johnson University Hospital – Community Health Promotion Program** was created in 1991 to address health related challenges and institute changes to improve access to preventive primary care and services for the poor and medically underserved African American and Latino population in the greater New Brunswick area. The “Latino Smoking Cessation Theater Program: Jose’s Lung/El Pulmon de Jose” will provide culturally sensitive smoking prevention and lung cancer health information and promote the availability of the local bilingual smoking cessation program.

#### **About The Cancer Institute of New Jersey**

The Cancer Institute of New Jersey is State’s only National Cancer Institute-designated Comprehensive Cancer Center, and is dedicated to improving the prevention, detection, treatment and care of patients with cancer. CINJ’s physician-scientists engage in translational research, transforming their laboratory discoveries into clinical practice-quite literally bringing research to life. The Cancer Institute of New Jersey is a Center of Excellence of UMDNJ-Robert Wood Johnson Medical School. To support CINJ, please call The Cancer Institute of New Jersey Foundation at 1-888-333-CINJ. For additional information about CINJ visit [www.cinj.org](http://www.cinj.org).

The Cancer Institute of New Jersey Network is comprised of hospitals throughout the state and provides a mechanism to rapidly disseminate important discoveries into the community. Partner Hospitals: Robert Wood Johnson University Hospital, Atlantic Health System (Morristown Memorial Hospital, Mountainside Hospital, Overlook Hospital). Affiliate Hospitals: Bayshore Community Hospital, CentraState Healthcare System, Cooper University Hospital (CINJ at Cooper),\* Jersey Shore University Medical Center, JFK Medical Center, Monmouth Medical Center, Raritan Bay Medical Center, Robert Wood Johnson University Hospital at Hamilton (CINJ-Hamilton), Saint Peter’s University Hospital, Somerset Medical Center, Southern Ocean County Hospital, The University Hospital/UMDNJ-New Jersey Medical School,\* and University Medical Center at Princeton.  
\*Academic Affiliate

###